

What is claimed is:

1. A method for multimedia interaction between a broadcaster and a viewing audience comprising the steps of:
 - establishing a digital communication link between a plurality of viewers and said broadcaster;
 - selecting at least one participant from said plurality of viewers to appear on a broadcast;
 - transmitting digital information having both image content and audio content between said participant and said broadcaster; and
- 10 incorporating at least a portion of said digital information in said broadcast.
2. The method of claim 1 wherein said transmitting step comprises transmitting said digital information over a publicly accessible computer network.
3. The method of claim 1 wherein said establishing step comprises establishing a digital communication link through a limited-access virtual private computer network.
- 15 4. The method of claim 1 further comprising the step of recording at least a portion of said digital information for broadcast at a later point in time.
5. The method of claim 1 further comprising the step of broadcasting said at least a portion of said digital information in substantially real time.
6. The method of claim 1 further comprising the step of performing an analysis of
20 said digital communication link between a plurality of viewers and said broadcaster prior to said selecting step.

7. The method of claim 6 wherein said selecting step comprises the step of selecting optimum viewers based upon a result of said analysis of said digital communication link between a plurality of viewers and said broadcaster.
8. The method of claim 7 wherein said selecting step further comprises the step of selecting optimum viewers based on compatibility with hardware maintained by said broadcaster.
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9. The method of claim 1 wherein said selecting step comprises randomly selecting said at least one participant.
10. The method of claim 1 wherein said selecting step comprises the steps of creating a potential participant group based upon specific selection criteria and selecting said at least one participant from said potential participant group.
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11. The method of claim 10 further comprising the step of tracking viewership of each broadcast by each of said plurality of viewers, and wherein said step of creating a potential participant group comprises the step of creating a potential participant group based upon viewership of prior broadcasts by each of said plurality of viewers.
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12. The method of claim 10 further comprising the step of tracking patronization of sponsors of each broadcast by each of said plurality of viewers, and wherein said step of creating a potential participant group comprises the step of creating a potential participant group based upon prior patronization of said sponsors.
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13. The method of claim 10 further comprising the steps of asking each of said plurality of viewers questions about prior broadcasts and compiling answers to said questions, and wherein said step of creating a potential participant group comprises the step of creating a potential participant group based upon a result of said compiling step.

14. The method of claim 13 wherein said step of asking each of said plurality of viewers questions about prior broadcasts comprises the step of displaying said questions on an Internet website and wherein said compiling step comprises the step of receiving answer data transmitted from said Internet website.

5 15. The method of claim 1 wherein said incorporating step comprises the steps of displaying said digital information on said broadcast and modifying said broadcast based upon said at least a portion of said digital information.

16. The method of claim 1 wherein said broadcast is one of a news broadcast and a game broadcast.

10 17. A computer program product for multimedia interaction between a broadcaster and a plurality of viewers, said computer program product comprising:

program means for establishing a communication link between said plurality of viewers and said broadcaster;

15 program means for choosing at least one viewer to appear as a participant on a broadcast;

program means for sending and receiving digital image and audio information between said broadcaster and a chosen viewer; and

means for transmitting said broadcast to at least the plurality of viewers from which the chosen viewer or viewers were chosen.

20 18. A method for increasing a number of subscribers to a computer network, said method comprising the steps of:

obtaining an exclusive right to provide participants to a broadcast of a program;

informing a plurality of potential participants of an ability to participate in said broadcast of said program by subscribing to said computer network;

establishing a digital communication link through said computer network between a plurality of subscribers and said broadcaster;

5 selecting at least one participant from said plurality of subscribers to participate on said broadcast of said program;

transmitting digital information having both image content and audio content between a chosen participant and said broadcaster; and

incorporating at least a portion of said digital information into said broadcast.

10 19. The method of claim 18 wherein said computer network is a casino computer network, wherein said program is an interactive gambling program broadcast on a closed circuit television network in a casino.

20. The method of claim 19 wherein said potential participants are gamblers and wherein said network is adapted to allow both participants and non-participants to gamble
15 remotely therethrough.